# Ideation Phase
## Define the Problem Statements

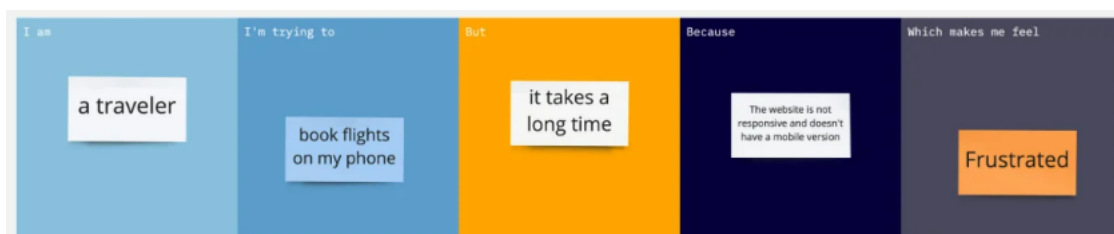| Date | 11 February 2026 |
|---|---|
| Team ID | LTVIP2026TMIDS50285 |
| Project Name | ShopSmart: Your Digital Grocery Store Experience |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.



Reference: https://miro.com/templates/customer-problem-statement/

**Example:**



| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|---|---|---|---|---|---|

| PS-1 | A customer who needs daily groceries | Buy groceries easily and quickly | I spend too much time in stores and queues | There is no simple and convenient shopping option | Tired and frustrated |
|---|---|---|---|---|---|
| PS-2 | A customer who prefers online shopping | Find a reliable platform to buy groceries | Many websites are complicated and confusing | They are not user-friendly and lack proper organization | Confused and hesitant to place orders |